

**CONTRACT**

**WUAB**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

And:

**Strategic Media Placement.**  
 7889 Stagers Loop  
 Delaware, OH 43015

<b>Contract / Revision</b> 819145 /		<b>Alt Order #</b>
<b>Product</b> OH US SEN JOSH MANDEL SEPT 12-SEPT 25		
<b>Contract Dates</b> 09/12/12 - 09/25/12		<b>Estimate #</b> 2880
<b>Advertiser</b> Mandel, J/US Senate/R		<b>Original Date / Revision</b> 09/11/12 / 09/11/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WUAB	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local
<b>Special Handling</b> Cash In Advance		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WUAB	09/12/12	09/14/12	M-F 7-730p	7-730p		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$475.00			
N 2	WUAB	09/16/12	09/21/12	M-F 7-730p	7-730p		:30			NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-TWTF--				4	\$475.00			
N 3	WUAB	09/24/12	09/25/12	M-F 7-730p	7-730p		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MT-----				2	\$475.00			
N 4	WUAB	09/12/12	09/13/12	M-F 730-8p	730-8p		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WT---				2	\$375.00			
N 5	WUAB	09/17/12	09/21/12	M-F 730-8p	730-8p		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$375.00			
N 6	WUAB	09/24/12	09/24/12	M-F 730-8p	730-8p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	M-----				1	\$375.00			
N 7	WUAB	09/12/12	09/14/12	Late News M-F	10-11p		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$300.00			
N 8	WUAB	09/17/12	09/21/12	Late News M-F	10-11p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$300.00			
N 9	WUAB	09/24/12	09/25/12	Late News M-F	10-11p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MT-----				2	\$300.00			
<b>Totals</b>											<b>27</b>	<b>\$10,275.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/25/12	27	\$10,275.00	\$8,733.75
<b>Totals</b>	<b>27</b>	<b>\$10,275.00</b>	<b>\$8,733.75</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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<u>Contract / Revision</u>		<u>Alt Order #</u>
819145 /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/12/12 - 09/25/12	OH US SEN JOSH MAN	2680
<u>Advertiser</u>		<u>Original Date / Revision</u>
Mandel, J/US Senate/R		09/11/12 / 09/11/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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# JOSH MANDEL

8/9/14

Revision #: 0 Date: 9/11/2012

Client: OH- US SEN JOSH MANDEL- 2012 Estimate: 2680  
 Media: TV Description: OH US SEN JOSH MANDEL SEPT 12-SEPT 2  
 Product: GENERAL Flight Start Date: 9/12/12 5:00:00 AM  
 Market: Cleveland Flight End Date: 9/25/12 4:59:00 AM

Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total Spots
124	WUAB-TV MTUWThF 7:30p-7:30p TWO & HALF MEN	4 PA	\$475.00	\$403.75	30	1	1	1	0	0	0	0	1	1	1	1	0	0	1	9
125	MTUWThF 7:30p-8:00p TWO&HALF MEN B	9 PA	\$375.00	\$318.75	30	1	1	0	0	0	1	1	1	1	1	0	0	1	0	8
126	MTUWThFSaSu 10:00p-11:00p ACTION NWS@10<	9 RT	\$300.00	\$255.00	30	1	1	1	0	0	1	1	1	1	1	0	0	1	1	10
Total Spots:					3	3	2	0	0	0	2	3	3	3	3	0	0	3	2	27
Total Cost:					\$10,275.00					\$8,733.75										
Total					SEP 12					\$10,275.00					\$8,733.75					27

Disclaimer:

Signature: \_\_\_\_\_

# Summary by Station/System

Date: 9/11/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2680

Media: TV

Description: OH US SEN JOSH MANDEL SEPT 12-SEPT 2

Product: GENERAL

Flight Start Date: 9/12/12 5:00:00 AM

Market: Cleveland

Flight End Date: 9/25/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WUAB-TV	27	\$10,275.00	100%	\$8,733.75	100%
Market Total:	27	\$10,275.00		\$8,733.75	